

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Preparation of Graduates & Teachers Electoral Rolls for Mahabubnagar, R.R., Hyderabad, Warangal, Khammam, Nalgonda, East Godavari, and West Godavari, Krishna & Guntur Districts for A.P. Legislative Council with reference to 01.11.2006 as the qualifying date – Insert public notice in (1) Vaartha (2) Sakshi (3) Surya news papers i- Payment of bill of Rs.10,44,648/- to M/s Akshara Advertising, Hyderabad – Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No.6597

Dated:18-11-2008

Read the following:-

- 1 Govt.Memo.No.205488-A/441/BG.III/2008, dt:17-07-2008 of Finance (BG.III) Department.
2. G.A. (Elecs.E) Dept. Lr.No.3706/Elecs.E/A2/2008-8, dt:14-10-2008.
3. From M/s Akshara Advertising , Hyderabad Bill No.S/218/08, dt:20-10-2008.
4. G.O.Rt.No.4461, Fin. (BG-III) Dept., dt:17-11-2008.

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ORDER:

In the letter 2<sup>nd</sup> read above, the General Administration (Elecs.E) Department have requested M/s Akshara Advertising , Hyderabad to insert the advertisement in daily news papers in (1) Vartha (2) Sakshi (3) Surya news papers on 15-10-2008 in Mahabubnagar, R.R., Hyderabad, Warangal, Khammam, Nalgonda, East Godavari, and West Godavari, Krishna & Guntur Districts and submit the bills as per I & PR approved rates for making payment. Accordingly, the Agency has inserted advertisement in the said daily news papers on 15-10-2008.

2. M/s Akshara Advertising , Hyderabad in the reference 3<sup>rd</sup> read above has submitted bill for an amount of Rs.10,64,016/- as advertisement charges for payment as detailed below:

**Sakshi Telugu Daily**

Rajahmundry 15.10.2008 33 x 24 cm	
792 Sq.cm. @140/- Sq.cm.	Rs. 1,10,880-00
Tadepalligudam 15.10.08 33 x 24 cm	
792 Sq.cm.@ 110/- Sq.cm.	Rs. 87.120-00
Guntur 15.10.08 33 x 24 cm	
792 Sq.cm. @ 155/- Sq.cm.	Rs. 1,22,760-00
Vijayawada 15.10.08 33 x 24	
792 Sq.cm. @ 180/- Sq.cm.	Rs. 1,42,560-00

**Surya Telugu Daily**

Rajahmundry 15.10.08 33 x 24 cm	
792 Sq.cm. @ 148/- Sq.,cm.	Rs. 1,17,216-00
Vijayawada (Krishna) 15.10.08	
33 x 24 792 Sq. cm.@ 144/- Sq.cm.	Rs. 1,14,048-00
Guntur 15.10.2008 33 x 24	
792 Sq.cm. @ 122/- Sq.cm.	Rs. 96,624-00

### Telugu Vaarth Daily

Rajahmundry 15.10.08 33 x 24 792 Sq.cm. @ 100/- Sq.cm.	Rs. 79,200-00
Vijayawada 15.10.08 33 x 24 792 Sq.cm. @ 129/- Sq.cm.	Rs. 95,040-00
Guntur 15.10.08 33 x 24 792 Sq.cm. @ 100/- Sq. cm.	Rs. 79,200-00
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	Rs. 10,44,648-00
Add: 12% Service Tax (Central Excise On 15% of Gross Amount)	Rs. 18,804-00
Add: 2% Cess as per Budget 2007	Rs. 376-00
Add: 1% Secondary and Higher Education Cess	Rs. 188-00
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Total:	<b>Rs. 10,64,016-00</b>

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.10,44,648/- (Rupees Ten lakhs forty four thousand sixteen only) towards Publication Charges after excluding Service Tax and Cess.

4. After careful examination, Government hereby accord sanction for payment of Rs.10,44,016/- (Rupees Ten lakhs forty four thousand and sixteen only) to M/s Akshara Advertising , Hyderabad towards publication charges of daily news papers of (1) Vaartha (2) Sakshi (3) Surya news papers on 15-10-2008 in Mahabubnagar, R.R., Hyderabad, Warangal, Khammam, Nalgonda, East Godavari, and West Godavari, Krishna & Guntur Districts .

5. The expenditure sanctioned in para 3 above shall be debited to “**2015 Elections - MH 103 Preparation and Printing of Electoral Rolls – SH (04) Assembly and Parliamentary Constituencies – 260 Advertisements, Sales and Publicity Expenses**” and shall be met from the re-appropriation of funds sanctioned vide reference 4<sup>th</sup> read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 3 above, obtain a cheque in favour of “**M/s Akshara Advertising, Hyderabad**” and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1<sup>st</sup> read above.

(Contd..3..)

7. M/s Akshara Advertising , Hyderabad shall pay the Service Tax directly to the Government.

8. This order does not require the concurrence of Finance Department.

( BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.V. SUBBA RAO  
CHIEF ELECTORAL OFFICER &  
E.O. PRINCIPAL SECRETARY TO GOVERNMENT

To

The General Administration (Claims.C) Department

The Pay & Accounts Officer, Hyderabad

The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad

The Accountant General, Andhra Pradesh, Hyderabad.

Finance (Expr.GAD.I/ BG.III) Department.

M/s Akshara Advertising ,

11-4-641/A, Lane OPP PTI Buildings, AC Guards,

Hyderabad.

SF/SC.

//forwarded::by order//

SECTION OFFICER